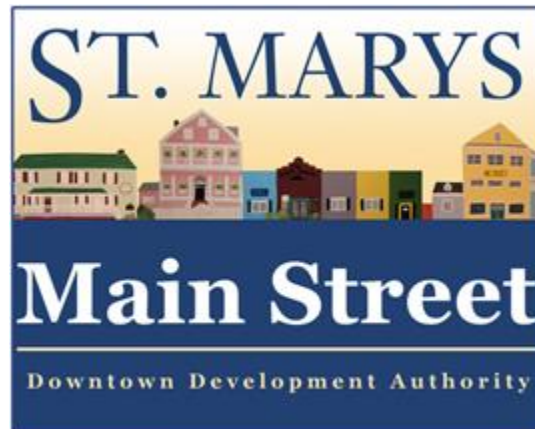


St. Marys Main Street Annual Report

Prepared by: Becky Myers
Presented by: Gary Straight, Chair

November 21, 2016



Mission Statement

Provide support for existing businesses and build public private investment partnerships that foster economic, cultural and social growth in the City of St. Marys.

Vision Statement

The St. Marys Main Street vision is to be a leader in downtown economic development by facilitating an environment that encourages business growth and promoting St. Marys as an exciting place to live, shop and invest.

Main Street and Downtown Development Authority Board of Directors

Gary Straight, Chair
Terry Landreth, Vice Chair
Deborah Cottle, Treasurer
Dave Reilly, Councilmember
Cheri Richter
William Bruce
Julie Streit

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Main Street Approach



The Main Street Four-Point Approach is a historic preservation-based economic development tool to revitalize commercial districts. The four points of the approach are:

Design means getting the Main Street into top physical shape and creating a safe, inviting atmosphere. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements; public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials.

Economic Restructuring/Development strengthens the community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, sharpening the competitiveness and merchandising skills of business people, and attracting new businesses that the market can support.

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in the district. Advertising, retail promotional activities, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate the district's unique characteristics and offerings to shoppers, investors, business owners, and visitors.

Organization establishes consensus and cooperation by building partnerships among the various groups who have a stake in the commercial district. By getting everyone working toward the same goal, the Main Street program can provide effective, ongoing management and advocacy of the district. Through volunteer recruitment and collaboration with partners representing a varied cross section of your community, your program can incorporate a wide range of perspectives into efforts.

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Main Street accomplishments for FY 2016

The St. Marys Downtown Development Authority has been serving the community since its formation in 1982 and later received official Main Street designation from the National Trust for Historic Preservation. The St. Marys Main Street is proud to have accomplished so much during the last year, including the completion of the Downtown St. Marys Strategic Vision and Plan, the establishment of the Historic and Industrial Tax Allocation District and the first St. Marys Rustapalooza. All of these will help build a stronger downtown St. Marys in the future.

Design Accomplishments

- Façade Grant, provided \$3,000 in grant money to downtown businesses for physical improvements to buildings in the DDA area, three businesses took advantage of this program in 2016.
- Champions of the downtown streetscape improvements, a top priority from the RSVP.
- Designed and installed new park signs from the RSVP.
- Supporters of the Tabby Trail, including letters of support for grant applications, including the TIGER Grant and RTP Grant applications.

Economic Development Accomplishments

- Promoted the TAD creation, including retaining and paying for the TAD consultant at a cost of \$12,500 to the reserve account of the DDA / St. Marys Main St.
- Support the rezoning of the mill site, including support letters to address the issue.
- St. Marys Main Street were financial supporters of the Gateway Center development, including retaining and paying for attorney fees of \$4,644 out of their reserve account.
- Hosted marketing classes in partnership with the UGA Small Business Development Center.

Promotions Accomplishments

- Brought Rustapalooza to town with a newly created revolving loan concept. This has been the largest DDA fundraiser to date with approximately \$10,000 raised and 4,200 attendees to the event.
- Hosted, participated in or sponsored 10 events throughout the year, including Touch-a-Truck events, Pop-up Pokémon Go Parties and the Live Nativity.

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- Advertise St. Marys in local publications including the St. Marys Magazine and Tribune & Georgian publication.
- The St. Marys Main Street donated a panel in the St. Marys History Walk.



Rustapalooza is an upscale vintage market that showcases the best, hand-selected antique, vintage, handmade & re-purposed vendors from over 4 states including original furniture designs, home goods, clothes and jewelry. St. Marys Main Street was able to successfully recruit Rustapalooza for an event in April of 2016 that was attended by 4,200 visitors and raised \$10,000 to help carry on the mission of the St. Marys Main Street board.

Organization Accomplishments

- Completion of the Downtown St. Marys Strategic Vision & Plan (RSVP), including receiving a grant from the Georgia Municipal Association and Georgia Cities Foundation.
- Maintained Main Street accreditation, which includes earning enough points in ten areas of evaluation.
- Worked with Community Development on a Vendor Cart Ordinance change, a suggestion of the RSVP.
- Downtown Development Board members represented on Steering Committees for the RSVP and the Gateway Steering Committee.
- Support the development of the Discovery Center located at the Weed Street Wastewater Treatment Plant.

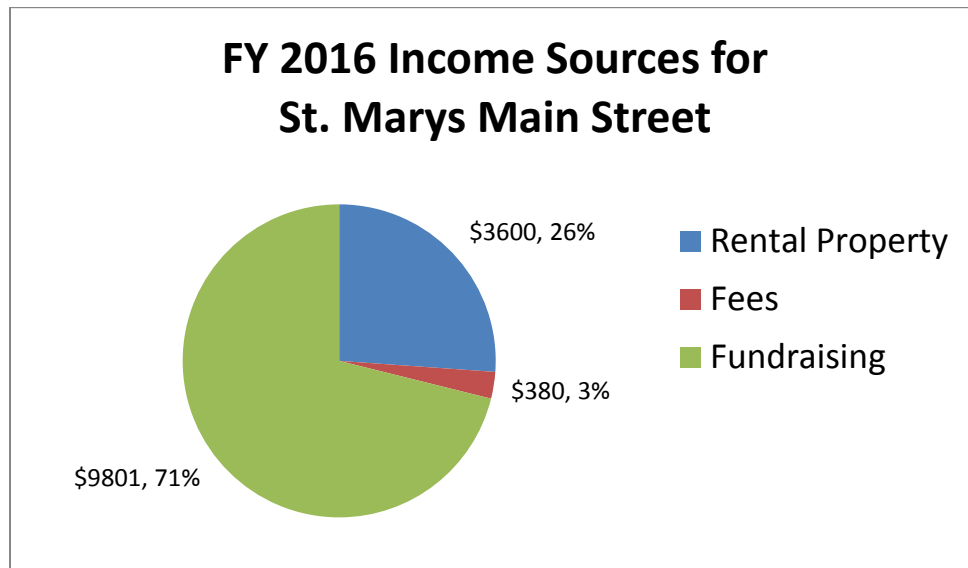
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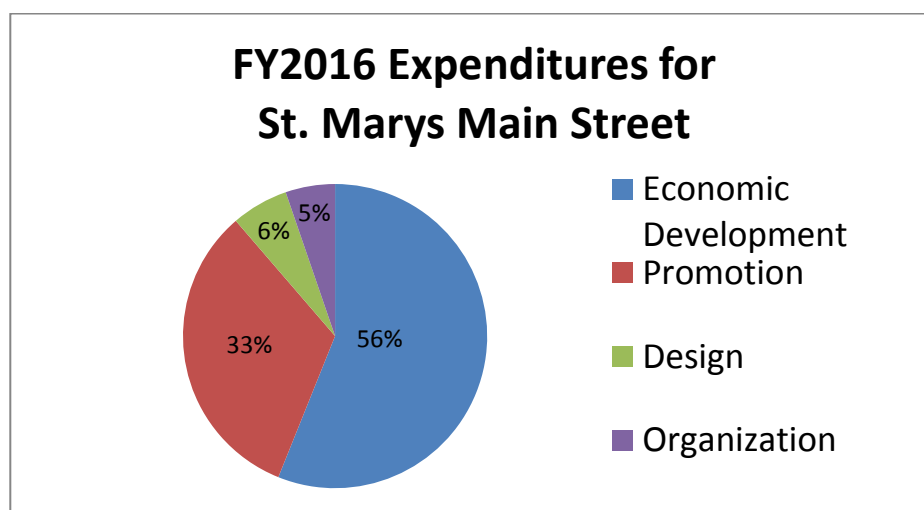
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St. Marys Main Street / Downtown Development Authority Financials for FY 2016

The St. Marys Main Street did not receive any funding for projects in FY2016 from the City. All of the funds expended were either raised through property rental, fundraising or using reserve funds. The main source of fundraising was the Rustapalooza Vintage Market partnership.



For the Fiscal Year 2016 the St. Marys Main Street focused on Economic Development and Promotions for the majority of their expenditures. The St. Marys Main Street retained and paid for consultants and legal services for the Tax Allocation District and the Gateway Development which had an expense of over \$17,000. The St. Marys Main St. expended more money than they had income for in FY2016 and for FY2017 plan to follow a sustainable budget.



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St. Marys Main Street Goals for FY 2017:

The St. Marys Main Street has the following goals for Fiscal Year 2017, many of which are already underway. The goals have been divided into the Main Street Four-Point Approach.

Design

- Complete a kiosk upgrade, with a potential tide clock, at the Wheeler St. boat ramp.
- Establish a flower box program for downtown to improve the streetscape.
- Review and enhance the Façade Grant with a goal of encouraging more businesses to utilize this program.
- Encourage improvements to the Pavilion Dock.
- Propose expansion of the street light banner program that has been highly complimented.

Economic Development

- Continue with assisting on the implementation of the Tax Allocation District.
- Propose a micro revolving loan program for improvements to downtown buildings.
- Propose an economic incentive package for businesses locating in downtown and midtown.

Organization

- Secure additional funding streams for the St. Marys Main Street program.
- Continue to implement and encourage the implementation of the projects outlined in the RSVP plan.
- Institute a formal volunteer base starting with Rustapalooza.

Promotion

- An expanded Rustapalooza will be held on March 10th and 11th at the Gateway Center and on the grounds of Orange Hall. The St. Marys Main Street will continue to partner for this large-scale event and is looking forwarding to expanding and improving it.
- Continue participation of St. Marys Main Street in the 10 events of the past year and expand with more events.
- Continue to advertise downtown St. Marys in local publications including the St. Marys Magazine and Tribune & Georgian publication with newly designed ads.
- Create formal St. Marys Main Street brochures and information to encourage partnerships and volunteers.

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Trainings Attended by Staff and Board Members in FY2016

- GA Downtown Conference in Athens
- Main Street 101
- Basic Downtown Development Authority
- GA Trust for Historic Preservation Places in Peril
- Open Records Training
- GA Main Street State of the Program
- GA Main Street Preparing for the Annual Assessment
- GA Academy for Economic Development Regional Economic & Leadership Development

Events Sponsored or Board Member Volunteers

- Leadership GA
- Leadership GA SE
- Live Nativity
- Rustapalooza
- Touch-A-Truck
- GA Cities Week
- Three Rivers Ride
- St. Marys Fishing Tournament
- Shop Small
- Pokémon Go Pop-up Parties